

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) An in-vehicle promotions system installed in a vehicle, comprising:

a position receiver configured to provide automatically detected position data for said vehicle thereby monitoring a position of said vehicle in relation to a commercial entity;

a controller connected to said receiver;

a wireless communications device connected to said controller and configured to transmit identity information identifying a person associated with said vehicle and to receive promotional information targeted for said person based on a purchase history of said person; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller,

wherein said controller automatically outputs said promotional information to said interior display based on said position data indicating that said vehicle is in a predetermined position in relation to said commercial entity.

2. (Original) A system as recited in claim 1, comprising a printer connected to said controller.

3. (Original) A system as recited in claim 1, wherein said receiver comprises one of a GPS receiver and a Loran receiver.

4. (Previously Presented) A system as recited in claim 1, wherein said wireless communications device comprises one of a radio modem, a cellular modem and paging transceiver.

5. (Original) A system as recited in claim 1, comprising:

a memory connected to said controller having a lookup table linking a position of said vehicle with a storage location of promotions information.

6. (Original) A system as recited in claim 5, comprising:

means for updating said memory.

7. (Original) A system as recited in claim 5, wherein:

said memory comprises a promotions information storage area.

8. (Previously Presented) A system as recited in claim 1, wherein:

said display comprises touch command areas for controlling display and printing of promotions information displayed on said display.

9. (Canceled)

10. (Original) A system as recited in claim 1, comprising:

means for storing information linking a zone with promotions information; and

said controller retrieving said promotions information associated with said zone based upon said vehicle entering said zone.

11. (Original) A system as recited in claim 10, comprising:

means for storing information linking a zone proximate to a store with promotions information associated with said store.

12. (Original) A system as recited in claim 10, comprising:

said controller displaying said promotions information associated with said zone only after said vehicle enters said zone.

13. (Original) A system as recited in claim 1, comprising:

means for storing information linking promotions information with a business entity;

and

said controller retrieving said promotions information associated with said business entity based upon a user request for information related to said business entity.

14. (Original) A system as recited in claim 1, comprising:

means for storing information linking a zone with promotions information; and

said controller retrieving said promotions information associated with said zone based upon a user request for information related to said business entity.

15. (Previously Presented) A system as recited in claim 1, wherein said promotions information including coupon information.
16. (Previously Presented) A system as recited in claim 15, wherein said display includes means for activating printing of a coupon information using said printer.
17. (Original) A system as recited in claim 1, wherein said controller comprises means for logging activity related to display of said promotions information.
18. (Previously Presented) A system as recited in claim 1, further comprising a store system wirelessly linked with said wireless communications device, said store system comprising:
- a second wireless communications device;
 - a store controller connected to said second wireless communications device; and
 - said store controller providing automatic promotional benefits to said vehicle.
19. (Canceled)
20. (Previously presented) A system as recited in claim 18, wherein said controller is further adapted to communicate to said store controller an indication of promotion displayed on said display.
21. (Original) A system as recited in claim 1, further comprising a host system wirelessly linked with said wireless communications device, said host system comprising:
- a second controller;
 - a second wireless communications device connected to said second controller; and
 - a promotions information storage device connected to said second controller.
22. (Original) A system as recited in claim 21, wherein:
- said receiver is adapted to output a position of said vehicle to said controller;
 - said controller comprises means for retrieving promotions information from said host system based upon said position.
23. (Original) A system as recited in claim 21, comprising:

a memory connected to said controller storing information linking position and a storage location of corresponding promotions information;

said controller comprises means for automatically retrieving from said host system updated information linking said position and said location of corresponding promotions information.

24. (Previously Presented) A system as recited in claim 21, further comprising a store controller in communication with said second controller and wherein said store controller provides automatic promotional benefits to said vehicle.

25. (Canceled)

26. (Original) A system as recited in claim 24, wherein said controller further communicates to said store controller an indication of promotion displayed on said display.

27. (Original) A system as recited in claim 1, comprising:
means for storing at least one of position data corresponding to a position of a store with which promotions data is associated and identification data identifying said store;
said display including means for displaying said data based upon at least one said position data and said identification data.

28. (Original) A system as recited in claim 27, comprising:
means for retrieving said promotions data based upon at least one of said position data and said identification data.

29. (Previously Presented) An in-vehicle promotions system installed in a vehicle, comprising:
an RF transmitter configured to transmit identity information identifying a person associated with said vehicle;
an RF receiver configured to receive transmitted promotions information targeted for said person based on a purchase history of said person;
a controller connected to said receiver;
a device configured to monitor a position of said vehicle in relation to a commercial entity; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller wherein said controller causes said promotions information to be automatically displayed on said interior display based on an automatically detected position of said vehicle which indicates that the vehicle is in a predetermined position with respect to the commercial entity.

30. (Original) A system as recited in claim 29, comprising a printer connected to said controller.

31. (Original) A system as recited in claim 29, wherein:
said display comprises touch command areas for controlling display and printing of said promotions information displayed on said display.

32. (Original) A system as recited in claim 29, wherein:
said display displays said promotions information including coupon information.;

33. (Original) A system as recited in claim 32, wherein said display includes means for activating printing of said coupon information using said printer.

34. (Original) A system as recited in claim 29, further comprising a host system which comprises:

a second controller;
an RF transmitter for transmitting said promotions information to said RF receiver;
and
a promotions information storage device connected to said second controller.

35. (Original) A system as recited in claim 34, comprising:
means for updating said storage device.

36. (Original) A system as recited in claim 29, wherein:
said RF transmitter is located in a store;
said RF transmitter has a transmitting range proximate to said store.

37. (Previously Presented) A system as recited in claim 36, comprising:

said RF receiver receiving said promotions information upon said vehicle position being within said range.

38. (Original) A system as recited in claim 29, wherein:

said promotions information is displayed in response to information provided by a user request.

39. (Original) A system as recited in claim 29, further comprising;

a wireless communications device installed in said vehicle and connected to said controller;

a store system wirelessly linked with said wireless communications device.

40. (Previously Presented) A system as recited in claim 39, wherein said store system comprises:

a second wireless controller; and

a store controller which provides automatic promotional benefits to said vehicle.

41. (Canceled)

42. (Previously Presented) A system as recited in claim 40, wherein said controller further communicates to said store controller an indication of promotion displayed on said display:

43. (Previously Presented) A method of displaying promotions information to a vehicle occupant, comprising:

transmitting identifying information identifying a person associated with said vehicle;

storing data corresponding to promotions information targeted for said person based on a purchase history of said person in said vehicle;

monitoring a position of said vehicle in relation to a store with which the promotions information is associated; and

automatically displaying said data on an interior display after it is automatically detected by said monitoring step that said vehicle comes within a defined proximity to the store with which said promotions information is associated.

44. (Original) A method as recited in claim 43, comprising:
updating said data.
45. (Original) A method as recited in claim 43, comprising:
storing data linking a position of said vehicle with said promotions information;
monitoring said position of said vehicle; and
displaying said data corresponding to said promotions information using said data
linking said position and said promotions information after said position of said vehicle is
within said defined proximity to said store.
46. (Original) A method as recited in claim 43, comprising:
printing said data in said vehicle.
47. (Original) A method as recited in claim 43, comprising:
said data including coupon information.
48. (Original) A method as recited in claim 43, further comprising printing said
coupon information in said vehicle.
49. (Original) A method as recited in claim 43, comprising:
defining a zone proximate to said store;
determining a position of said vehicle;
comparing said position with said zone; and
determining whether to display said data based upon said comparison.
50. (Original) A method as recited in claim 43, comprising:
monitoring a position of said vehicle using one of a GPS system and a Loran system.
51. (Original) A method as recited in claim 43, comprising:
transmitting said data from store, and
receiving said data in said vehicle.
52. (Previously Presented.) A method as recited in claim 43, comprising:
providing to said person an automatic promotional benefit corresponding to said data.

53. (Original) A method as recited in claim 43, comprising:
transmitting said data from a host system; and
receiving said data in said vehicle.

54. (Original) A method as recited in claim 53, comprising:
using said data stored in said vehicle for a predetermined period of time; and
updating said data with updated data transmitted from said host.

55. (Original) A method as recited in claim 54, comprising:
automatically updating said data with said updated data.

56. (Original) A method as recited in claim 43, comprising:
storing at least one of position data relating to a position of said store and
identification data identifying said store;
displaying said data corresponding to said promotions information based upon at least
one of said position data and said identification data.

57. (Original) A method as recited in claim 56, comprising:
retrieving said data corresponding to said promotions information based upon at least
one of said position data and said identification data.

58. (Canceled)

59. (Original) A method of displaying promotions information in a vehicle,
comprising:
storing data corresponding to said promotions information in said vehicle;
associating said promotions information with a store; and
displaying said data based upon user request for information concerning said store.

60. (Previously Presented) A method of distributing promotions information,
comprising:
forming a database of promotions information of at least one store;

communicating to said store identifying information identifying a person associated with said vehicles;

wirelessly distributing data corresponding to promotions information, targeted for said person based on a purchase history of said person, to a vehicle;

monitoring a position of said vehicle in relation to a store; and

automatically displaying on an interior display said data to occupants of said vehicle after it is automatically detected by said monitoring step that said vehicle comes within a defined range of said store.

61. (Original) A method as recited in claim 60, comprising:

displaying said data only after said vehicle comes within a defined range of said store.

62. (Original) A method as recited in claim 60, comprising:

printing said data corresponding to said promotions information.

63. (Original) A method as recited in claim 62, wherein said data comprises coupon data.

64. (Canceled).

65. (New) An in-vehicle promotions system installed in a vehicle, comprising:

a position receiver configured to monitor a position of said vehicle in relation to a commercial entity having a predetermined proximity zone assigned thereto;

a wireless communications device configured to receive promotional information from said commercial entity; and

a controller coupled to said position receiver and said wireless communications device and configured to process said promotional information for display when said controller determines that said vehicle is within the predetermined proximity zone assigned to said commercial entity; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller, said interior display configured to display said promotional information.

66. (New) The system of Claim 65, wherein:
said position receiver comprises a first receiver dedicated to monitoring a position of said vehicle, and

said wireless communications device comprises a second receiver dedicated to receiving said promotional information from the commercial entity.

67. (New) The system of Claim 66, wherein said first receiver comprises at least one of a GPS or a LORAN receiver.

68. (New) The system of Claim 66, wherein said second receiver comprises an RF receiver.

69. (New) The system of Claim 66, further comprising a memory storing a lookup table of data identifying the commercial entity in association with data defining said predetermined proximity zone, wherein said controller is configured to:

monitor said first receiver to determine a position of said vehicle, and
compare said position of said vehicle to said lookup table to determine that said vehicle is within the predetermined proximity zone assigned to said commercial entity.

70. (New) The system of Claim 65, wherein said position receiver and said wireless communications device comprise a single receiver configured to receive said promotions through a wireless signal from said commercial entity, said wireless signal having a limited transmission range corresponding to said predetermined proximity zone assigned to said commercial entity.

71. (New) The system of Claim 69, wherein said single receiver comprises an RF receiver.

72. (New) The system of Claim 70, wherein said controller determines that said vehicle is within the predetermined proximity zone assigned to said commercial entity by monitoring said single receiver to determine if said wireless signal having a limited range has been received by said single receiver.

73. (New) The system of Claim 65, wherein
said predetermined proximity zone assigned to a commercial entity comprises a zone
corresponding to a parking lot of the commercial entity, and
said controller is configured to process said promotional information for display when
said controller determines that said vehicle is within the parking lot.